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**CAREERONE.COM.AU IS THE PEOPLE'S CHOICE AT THE
2008 IAB ADVERTISING AWARDS**

News Digital Media's employment website CareerOne.com.au along with 24/7 Real Media has won the 'People's Choice Award' at the 2008 Interactive Advertising Bureau (IAB) Awards held at Sydney's Star City last night.

CareerOne.com.au was a finalist in the Inaugural Search Category for its integrated "Career Won" search campaign developed with its search marketing partner 24/7 Real Media. All finalists were eligible to win the 'People's Choice Award'.

The 'People's Choice Award' was determined through SMS voting on the night by the 600 attendees from the online advertising industry.

"The introduction of the 'Search' category at the awards is a sign of the importance of this discipline in the online marketing mix," Dr. Stephen Hollings, chief executive officer, News Digital Careers said. "Receiving this sort of industry recognition is a fantastic result for our team."

The IAB Advertising Awards are aimed at identifying Australia's elite online and interactive advertising and marketing campaigns, rewarding creativity, ingenuity and effectiveness.

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About CareerOne.com.au:

CareerOne.com.au is News Digital Media's (News Limited's digital business) national digital employment brand. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers and News Digital Media, creating a leading recruitment service with truly national reach. With more than 75,000 job listings and an unrivalled collection of career advice, articles and resources, CareerOne provides unrivalled information and support for people looking for jobs or interested in their career development. CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.